



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

The application of:

Bhavesh Mehta, et al.

Confirmation No.: 4272

Serial No.: 10/648,599

Group Art Unit No.: 3622

Filed on: August 25, 2003

Examiner: John L. Young

For: **SELECTING AMONG ADVERTISEMENTS COMPETING FOR A SLOT
ASSOCIATED WITH ELECTRONIC CONTENT DELIVERED OVER A NETWORK**

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TRANSMITTAL

Sir:

Transmitted herewith is a Response to Office Action in the above-identified application.

No additional fee is required.
 Return Receipt Postcard.

The fee has been calculated as shown below:

	NO. OF CLAIMS	HIGHEST PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	20	20	0	\$18.00 =	\$0.00
Independent Claims	1	1	0	\$88.00 =	\$0.00
Multiple claims newly presented					\$0.00
Fee for extension of time					\$0.00
TOTAL FEE DUE					\$0.00

The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment, to Deposit Account No. 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP



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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

On October 8, 2004 By



Angelica Maloney



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RESPONSE

Sir:

This is in response to the Office Action mailed September 2, 2004, the shortened statutory period for which runs until December 2, 2004. Please revise the subject application as indicated below.

Remarks begin on page 2 of this paper.